

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFAVGAR 9-2343

january						july					
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february						august					
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january						1956					
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february						april					
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7/4/55

8 EAST 77th STREET
NEW YORK 21, N.Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 4, 1955</u>			
July 4	INDEPENDENCE DAY (Monday) -- <u>Legal Holiday</u> .		
Wednesday	PREVIEW OF	IRENE OF NEW YORK	16 EAST 52ND STREET
July 6	FALL MILLINERY		SALON - 6 <i>el</i>
9:30 A.M. Breakfast	Irene will invite the press and trade to a preview of both her Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Ethel Greene, PL. 3-3032.		
Wednesday	PRESS PREVIEW OF	MACY'S NEW YORK	13TH FLOOR
July 6	BRIDAL FASHIONS		EXEC. DINING ROOM
4:00 P.M. Cocktails	Late Summer and Fall bridal fashions. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.		
Thursday	FALL MILLINERY AT	SALLY VICTOR	18 EAST 53RD STREET
July 7	PRESS SHOWING		SALON
10:00 A.M.	The press will be invited to preview Sally Victor's millinery collection for Fall. By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
Thursday	MILLINERY DIVISION	THE FASHION GROUP, INC. HOTEL SHERATON ASTOR	
July 7	LUNCHEON MEETING	(9 ROCKEFELLER PLAZA)	GRAND BALLROOM
12:00 Noon Luncheon	"How To Sell More Hats Per Head"--The Fashion Group's millinery show. Speaker: Frances Ashmore, Retail Coordinator, "Mademoiselle". Co-Chairmen: Edith Raymond, "Mademoiselle" and Janet Sloane, Madcaps. Price: \$5.50, members; \$6.50, guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
July 9	JOHN FREDERICS' PREVIEW FOR VISITING PRESS AT 3:00 P.M., 711 FIFTH AVENUE.		
3:00 P.M.	(<u>Local press</u> , Tues., July 12 at 2:30 P.M.--See Page 5).		
Sunday	FALL JEWELRY PREVIEW	TRIFARI, KRUSSMAN &	16 EAST 40TH STREET
July 10	AT BREAKFAST PARTY	FISHEL, INC.	SHOWROOM - 4TH FLOOR
10:00 A.M.-Trifari, Krussman & Fishel will invite the out-of-town and N.Y. editors			
1:00 P.M.	to a presentation of their Fall jewelry fashions. By invitation only.		
Brunch	Publicity: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.		
July 10	EMME'S FALL MILLINERY FOR VISITING PRESS AT 11:00 A.M., SHERRY NETHERLAND,		
11:00 A.M.	CRYSTAL PAVILLION. (<u>Local press</u> , Mon., July 11 at 8:30 P.M.--See Page 4).		
July 10	LADDIE NORTHRIDGE'S PREVIEW FOR VISITING PRESS AT 1:30 P.M., 16 WEST 57TH		
1:30 P.M.	ST. (<u>Local press</u> , Mon., July 11 at 4:00 P.M.--See Page 3).		
July 10	SALLY VICTOR'S FALL MILLINERY FOR VISITING PRESS AT 3:00 P.M., 18 EAST		
3:00 P.M.	53RD ST. (<u>Local press</u> , Thurs., July 7, at 10:00 A.M.--See above).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 10 5:00 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	CARLTON HOUSE CARLTON SUITE
Sunday July 10 9:00 P.M. Champagne	FALL MILLINERY AT VISITING PRESS SHOW Walter Florell will present his Fall millinery to visiting press. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON

NEW YORK DRESS INSTITUTE'S 25TH ANNIVERSARY NATIONAL PRESS WEEK (July 11-16, 1955)			
Fall and Winter collections of leading designers--28 members, 15 auxiliary and 3 group showings--for visiting press. Press Director: Eleanor Lambert, MU. 8-2130.			
<u>Mon.. July 11....</u>	8:00 A.M. BUFFET BREAKFAST.	PIERRE-BALLROOM
	9:00 A.M. "WATCH FOR" FORUM	PIERRE-BALLROOM
	9:30 A.M. HERBERT SONDEHIM.	PIERRE-BALLROOM
	10:30 A.M. PAUL PARNE.	PIERRE-BALLROOM
	11:30 A.M. MONTE-SANO & FRUZAN.	PIERRE-BALLROOM
	12:30 P.M. 25TH "SEMI-ANNIVERSARY" LUNCHEON	PIERRE-COTILLION
	2:00 P.M. CLAIRE McCARDELL (Townley Frocks)	PIERRE-BALLROOM
	3:00 P.M. PATTULLO-JO COPELAND	PIERRE-BALLROOM
	4:00 P.M. CEIL CHAPMAN (Samuel Chapman)-Cock.	PIERRE-BALLROOM
	5:30 P.M. WATCHMAKERS OF SWITZERLAND (Aux.)	PIERRE-COTILLION
	8:30 P.M. SHIP 'N SHORE (Aux.) THEATRE PARTY.	WINTER GDN.THEA.
<u>Tues.. July 12...</u>	8:00 A.M. BUFFET BREAKFAST.	PIERRE-BALLROOM
	9:00 A.M. HARRY FRECHTEL	PIERRE-BALLROOM
	10:00 A.M. ORIGINALA	PIERRE-BALLROOM
	11:00 A.M. TINA LESER.	PIERRE-BALLROOM
	12:00 NOON DELMAN SHOES (Aux.)	SHERRY NETHERLAND
	1:00 P.M. SHIP 'N SHORE (Aux.) LUNCHEON SHOW.	PIERRE-BALLROOM
	2:30 P.M. HARVEY BERIN (Karen Stark).	PIERRE-BALLROOM
	3:30 P.M. TRIGERE.	PIERRE-BALLROOM
	5:00 P.M. EMPRESS CHINCHILLA-Cocktails (Aux.)	PIERRE-ROOF
	7:00 P.M. N.W. AYER & SON, INC.-Dinner (Aux.)	PLAZA-PERSIAN RM
	10:30 P.M. TALON; THE WOOL BUREAU (Aux.)	LE RUBAN BLEU
<u>Wed.. July 13...</u>	8:00 A.M. CAPEZIO (Aux.) "KAFFEE KLATCH" SHOW	756 7TH (49 ST)
	8:00 A.M. BUFFET BREAKFAST.	PIERRE-BALLROOM
	9:00 A.M. B. H. WRAGGE	PIERRE-BALLROOM
	10:00 A.M. HANNAH TROY	PIERRE-BALLROOM
	11:00 A.M. BEN ZUCKERMAN.	PIERRE-BALLROOM
	12:00 NOON ALAMAC KNITTING MILLS (Aux.) LUNCH.	PIERRE-COTILLION
	1:30 P.M. CAROLYN SCHNURER.	PIERRE-BALLROOM
	2:30 P.M. SAMUEL WINSTON (By Roxane)	PIERRE-BALLROOM
	3:30 P.M. BRANELL (Blumenstein, Ross & Lentz)	PIERRE-BALLROOM
	4:30 P.M. GENERAL BEAUTY PROD.-LILLY DACHE (Aux)	PIERRE-ROOF
	5:30 P.M. BOTANY MILLS-Cocktails (Aux.)	PIERRE-COTILLION
	7:00 P.M. MILLINERY FASHION BUR.-Dinner (Aux.)	AMBASSADOR HOTEL
<u>Thurs.. July 14...</u>	8:00 A.M. CAPEZIO (Aux.) "KAFFEE KLATCH" SHOW	756 7TH (49 ST.)
	9:00 A.M. CHRISTIAN DIOR, NEW YORK-Breakfast.	730 5TH (7TH FL)
	10:30 A.M. HATTIE CARNEGIE	711 5TH (8TH FL)
	11:30 A.M. BEN GERSHEL	PIERRE-BALLROOM
	12:30 P.M. Children's Group: JOSEPH LOVE; LITTLE EMPRESS COATS; IMP ORIGINALS	PIERRE-COTILLION

(Continued on next page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
TWENTY-FIFTH NATIONAL PRESS WEEK (Continued from page 2)			
	2:00 P.M. MAURICE RENTNER498 7TH (16 FL.)	
	3:00 P.M. MOLLIE PARNIS (Parnis-Livingston)530 7TH (18 FL.)	
	4:00 P.M. ADELE SIMPSON530 7TH (23 FL.)	
	5:00 P.M. NETTIE ROSENSTEIN-Cocktails550 7TH (10 FL.)	
<u>Fri., July 15....</u>	9:00 A.M. DAVIDOW550 7TH (21 FL.)	
	10:00 A.M. ANTHONY BLOTTA498 7TH (12 FL.)	
	11:00 A.M. BEN REIG498 7TH (23 FL.)	
	12:30 P.M. INT'L SILK ASS'N USA-Lunch (Aux.)	PIERRE-BALLROOM	
	2:00 P.M. Jr. Group: JACK HORWITZ ASSOC.; MR. MORT; JR. SOPHISTICATES; REICH-GOLDFARB	PIERRE-BALLROOM	
	3:00 P.M. Variety Show: SUZY PERETTE; REGAL KNITWEAR; YOUNGLAND designed by HELEN LEE	PIERRE-BALI ROOM	
	4:00 P.M. OLEG CASSINI-Cocktails	PIERRE-BALLROOM	
	7:30 P.M. PELLON PARTY-Dinner, Cabaret (Aux.)	AMBASSADOR BALLRM	
<u>Sat., July 16....</u>	9:00 A.M. RITTER FURS-Breakfast (Aux.)	PLAZA-WHITE & GOLD	
	11:00 A.M. LIND-GILBERT ASSOCIATES (Aux.)	OYSTER BAY, L.I.	

- July 11 "WATCH FOR" FORUM (N.Y. DRESS INSTITUTE--See Page 2), FOR VISITING PRESS,
9:00 A.M. HOTEL PIERRE, BALLROOM.
- July 11 HERBERT SONDEHEIM (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING
9:30 A.M. PRESS, HOTEL PIERRE, BALLROOM.
- July 11 PAUL PARNE (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS,
10:30 A.M. HOTEL PIERRE, BALLROOM.
- July 11 MONTE-SANO & PRUZAN (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR
11:30 A.M. VISITING PRESS, HOTEL PIERRE, BALLROOM.
- Monday FALL MILLINERY MILLINERY MERCHANDISING HOTEL SHERATON ASTOR
July 11 MERCHANTISING CLINIC EXECUTIVES ASS'N. COLLEGE HALL-8TH FL.
12:00 Noon Special fashion report and survey of Fall millinery. By invitation only.
Luncheon Contact: Mrs. Charles Steinecke, 15 E. 40th St., LE. 2-8324.
- Monday "SELF-MADE WARDROBE" JAMES McCUTCHEON & CO. 3RD FLOOR
July 11 FASHION SHOWS FABRIC DEPT.
- July 13 Two fashion shows daily at 12:15 and 1:15, in conjunction with "Seventeen
12:15 P.M. & Magazine" and Simplicity Patterns. Press invited. Open to public.
1:15 P.M. Publicity: Kathryn Grimes, EL. 5-1000.
- July 11 25TH "SEMI-ANNIVERSARY" LUNCHEON FOR VISITING PRESS, HOTEL PIERRE,
12:30 P.M. COTILLION ROOM--See Page 2.
- July 11 CLAIRE McCARDELL--Townley Frocks (N.Y. DRESS INSTITUTE--See Page 2),
2:00 P.M. SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.
- July 11 PATTULLO-JO COPELAND (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR
3:00 P.M. VISITING PRESS, HOTEL PIERRE, BALLROOM.
- July 11 CEIL CHAPMAN--Samuel Chapman (N.Y. DRESS INSTITUTE--See Page 2), SHOWING
4:00 P.M. FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 11 4:00 P.M. Cocktails	PREVIEW OF FALL MILLINERY Laddie Northridge will present his Fall millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Monday July 11 5:00 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S AND MEN'S WATCHES "155 Fashions In Time"--newest creations in feminine and masculine watches for the coming seasons, presented by Watchmakers of Switzerland (<u>Auxiliary Member, N.Y.D.I.</u> --See Pg. 2). By invitation only. Sponsored by Foote, Cone & Belding. Contact: Elizabeth Maher Associates, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	HOTEL PIERRE COTILLION ROOM
Monday July 11 8:30 P.M. Champagne	EVENING PREVIEW OF FALL MILLINERY Showing of Emme's Fall millinery to press and trade at an evening preview. By invitation only. Publ.: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILLION
Monday July 11 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS Ship 'n Shore (<u>Auxiliary Member, N.Y.D.I.</u> --See Page 2) will invite the visiting press to see "Plain And Fancy". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE BLOUSES	WINTER GARDEN THEATRE BROADWAY & 50TH ST.
Monday July 11- July 15	PRESS SHOWINGS OF PHOENIX STOCKINGS "The Phoenix Stocking Dresses You"--showing from 9:00 to 5:00 daily. Contact: Helen Sisson, Fashion Director, PE. 6-6868.	PHOENIX HOSIERY CO. (EMPIRE STATE BLDG.)	350 FIFTH AVENUE SUITE 5601
Beginning Monday July 11	OPENING OF FALL MILLINERY COLLECTION Showing of Mr. John's Fall and Winter couturier collection of hats. By appointment only. Publicity: Diane L. Montgomery, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Beginning Monday July 11	SHOWING OF FALL HAT COLLECTION The Gage Hat collection for Fall will be presented daily. Fashion and merchandising director: Elisa Daggs, WI. 7-1055 or TR. 9-9526.	GAGE HATS	1 WEST 39TH STREET SHOWROOM - 5TH FLOOR
July 12 9:00 A.M.	HARRY FRECHTEL (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Tuesday July 12 9:00 A.M. Breakfast	FALL MILLINERY AT PRESS PREVIEW Mr. Arnold will present his Fall millinery to the press. By invitation only. Publicity: Lind-Gilbert Associates, PL. 3-4786.	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday July 12- July 13 9:30 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES Resort-Spring-Summer 1956 leather colors and finishes at a showing for press and shoe stylists, <u>Tuesday, July 12 at 9:30 A.M.</u> For buying office fashion coordinators, fashion publicists, department store fashion coordinators, <u>Tuesday, July 12 at 3:30 P.M.</u> For fabric, hosiery and accessory stylists, <u>Wednesday, July 13 at 9:30 A.M.</u> By invitation only. Contact: Dorothy Campbell, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 12 10:00 A.M.	ORIGINALA (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
July 12 11:00 A.M.	TINA LESER (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Tuesday July 12 11:00 A.M. 12:00 Noon	PRESS PREVIEW OF FALL & WINTER SHOES The local press will be invited to a preview of Fall and Winter shoe fashions at 11:00 A.M. Visiting press showing at 12:00 Noon by Delman (Auxiliary Member of N.Y. D.I.--see Page 2). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN	SHERRY NETHERLAND CRYSTAL PAVILLION
Tuesday July 12 12:30 P.M. Luncheon	FASHIONS IN COTTON FROM M. & W. THOMAS De Pinna presents "The First Fall Look" in new cottons by M. & W. Thomas. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: M. & W. Thomas: The Miles, MU. 8-8760. De Pinna: Claire McIntosh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Tuesday July 12 1:00 P.M. Luncheon	PRESS PREVIEW OF FALL BLOUSES Blouses by Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg. 2) to visiting and local press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE BLOUSES	HOTEL PIERRE BALLROOM
July 12 2:30 P.M.	HARVEY BERIN--Karen Stark (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Tuesday July 12 2:30 P.M.	MILLINERY PREVIEW FOR LOCAL PRESS John Frederics will invite the local press to preview his Fall millinery. By invitation. Publicity: Joseph Mann, WY. 1-6900.	JOHN FREDERICCS, INC.	711 FIFTH AVENUE SALON
July 12 3:30 P.M.	TRIGERE (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Tuesday July 12 5:00 P.M. Cocktails	CHINCHILLA PREVIEW FOR THE PRESS Empress Chinchilla (Auxiliary Member, N.Y.D.I.--see Page 2) furs by leading designers will be presented to visiting and local editors. Fashions in Scalamandre silks; and diamonds from Harry Winston. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	EMPRESS CHINCHILLA	HOTEL PIERRE ROOF
Tuesday July 12 7:00 P.M.	DIAMOND DINNER WITH CARL BRISSON Diamond jewelry from Black, Starr & Gorham; Cartier; Tiffany; Van Cleef & Arpels and Harry Winston will be shown to the visiting editors by N.W. Ayer (Auxiliary Member, N.Y.D.I.--see Page 2) at cocktails and dinner, with entertainment by Carl Brisson. By invitation only. Contact: Jean Shanley at N.W. Ayer, CI. 6-0200.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA TERRACE & PERSIAN RMS.
Tuesday July 12 7:00 P.M. Dinner	FALL MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. By invitation only. Contact: Millinery Stabilization Comm., 1450 B'way, LO. 4-7800.	MILLINERY STABILIZATION COMMISSION	HOTEL SHERATON ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 12 10:30 P.M.	TALON ZIPPER AND FALL WOOL FASHIONS "Magic At Midnight"--musical revue presented by Talon, in cooperation with the Wool Bureau, (<u>Auxiliary Members N.Y.D.I.--See Page 2</u>) for visiting and local press. Showing of Fall woolen fashions for home sewing, made with Magic Tab zippers. Book and score by Michael Brown. By invitation only. Contact: Lee Ennis at Donahue Sales, MU. 8-5050; or David Jacobson, 270 Park Ave., EL. 5-3720.	DONAHUE SALES CORP.; THE WOOL BUREAU	LE RUBAN BLEU 6 EAST 56TH STREET
July 13 8:00 A.M.	CAPEZIO (<u>Auxiliary Member of N.Y.D.I.--See Page 2</u>), "KAFFEE KLATCH" AND SHOWING FOR VISITING PRESS, 756 SEVENTH AVENUE (49TH ST.).		
July 13 9:00 A.M.	B. H. WRAGGE (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Wednesday July 13 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Showing of Beatrice Martin's Fall millinery to press and buyers. By invitation. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	BEATRICE MARTIN (16 WEST 57TH ST.)	SHERRY NETHERLAND CARNAVAL ROOM
Wednesday July 13 9:45 A.M. Breakfast	PREVIEW OF MODEL ROOMS FOR FALL Press showing of a new "All-American" theme for room settings. By invitation only. Publicity: Hilda Sachs at Robinson-Hannagan, OR. 9-2100.	STERN BROTHERS	7TH FLOOR FURNITURE DEPT.
July 13 10:00 A.M.	HANNAH TROY, (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
July 13 11:00 A.M.	BEN ZUCKERMAN (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Wednesday July 13 11:30 A.M.	PREVIEW OF FALL MILLINERY Fall millinery for press and trade. By invitation. Contact: CI. 5-8956.	WILLIAM J.	44 WEST 54TH STREET SALON
Wednesday July 13 12:00 Noon Luncheon	PRESS PREVIEW: FASHIONS IN ALAMAC JERSEY Alamac (<u>Auxiliary Member of N.Y.D.I.--See Pg. 2</u>) will invite the out-of-town and local press to a preview of Fall fashions by leading manufacturers in "Thalspun" Orlon wool-jersey; also "Permathal-Everglaze" cotton knits. By invitation. Publ.: Lee Silver at Alamac, OX. 5-1445.	ALAMAC KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
July 13 1:30 P.M.	CAROLYN SCHNURER (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
July 13 2:30 P.M.	SAMUEL WINSTON (N.Y. DRESS INSTITUTE--See Page 2), Designed by Roxane, SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
July 13 3:30 P.M.	BRANELL--Blumenstein, Ross & Lentz (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Wednesday July 13 4:30 P.M. Cocktails	COCKTAIL SHOWING FOR VISITING PRESS Showing by General Beauty Products--Lilly Dache (<u>Auxiliary Member N.Y.D.I.--See Pg. 3</u>). By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	GENERAL BEAUTY PRODUCTS (LILLY DACHE)	HOTEL PIERRE ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 13 5:30 P.M. Cocktails	FASHIONS FOR VISITING AND LOCAL PRESS Botany Mills (<u>Auxiliary Member, N.Y.D.I.</u> --See Page 2) will show Fall fashions in Botany woolens. By invitation. Publ.: Helen Boyd, OX. 5-5500.	BOTANY MILLS (1412 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday July 13 7:00 P.M. Dinner	PRESS SHOWING OF FALL MILLINERY "Fall Fashion Headlines, 1955"--The Millinery Fashion Bureau (<u>Auxiliary Member N.Y.D.I.</u> --See Page 2) will invite local and visiting press to dinner and show. By invitation. Contact: Babs Vierhaus, LO. 4-7800.	MILLINERY FASHION BUREAU	HOTEL AMBASSADOR TRIANON & BALLROOM
July 14 8:00 A.M.	CAPEZIO (<u>Auxiliary Member of N.Y.D.I.</u> --See Page 2), "KAFFEE KLATCH" AND SHOWING FOR VISITING PRESS, 756 SEVENTH AVENUE (49TH ST.).		
July 14 9:00 A.M.	CHRISTIAN DIOR, NEW YORK (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE, SHOWROOM--7TH FLOOR.		
Thursday July 14 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Gustavo's Fall millinery will be presented to the press. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., IE. 2-5562.	GUSTAVO (59 WEST 56TH ST.)	PLAZA ELEGANTE 33 WEST 56TH STREET
July 14 10:30 A.M.	HATTIE CARNegie (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE, SHOWROOM--8TH FLOOR.		
July 14 11:30 A.M.	BEN GERSHEL (N.Y. DRESS INSTITUTE--See Page 2), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Thursday July 14 12:30 P.M. Luncheon	CHILDREN'S GROUP SHOWING FOR PRESS Children's fashions (N.Y. Dress Institute--See Pg. 2) presenting Joseph Love dresses; Little Empress (Peggy 'n Sue) Coats; Imp Originals (boys' fashions). By invitation only. Contact: Phil Slater, OR. 9-4400.	JOSEPH LOVE; LITTLE EMPRESS; IMP ORIGINALS	HOTEL PIERRE COTILLION ROOM
Thursday July 14 1:00 P.M.- 6:30 P.M.	OPEN HOUSE: VISITING AND LOCAL PRESS Presentation of La Tausca Sperry Fall costume jewelry to visiting and local press. By invitation. Publicity: Ruth Lerner, OR. 9-3350.	LA TAUSCA SPERRY, INC.	411 FIFTH AVENUE SHOWROOM- 7TH FLOOR
July 14 2:00 P.M.	MAURICE RENTNER (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM--16TH FLOOR.		
July 14 3:00 P.M.	MOLLIE PARNIS--Parnis-Livingston (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM--18TH FLOOR.		
July 14 4:00 P.M.	ADELE SIMPSON (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM--23RD FLOOR.		
July 14 5:00 P.M.	NETTIE ROSENSTEIN (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM--10TH FLOOR.		
Thursday July 14 5:00 P.M.- 7:30 P.M.	FALL BAG PREVIEW FOR THE PRESS Fall collection of domestic and imported "Bags by Josef" (Gold Seal Importers, Inc.) By invitation. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU - 11TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 14 5:00 P.M.- 7:30 P.M.	COCKTAIL PARTY: FALL- HOLIDAY JEWELRY PREVIEW New Coro, Corocraft, Corolite and Coroteen jewelry for visiting and local press. By invitation. Publicity: Ann R. Silver, 551 Fifth, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
July 15 9:00 A.M.	DAVIDOW (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM--21ST FL.		
July 15 10:00 A.M.	ANTHONY BLOTTA (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM--12TH FL.		
July 15 11:00 A.M.	BEN REIG (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM--23RD FL.		
Friday July 15 12:30 P.M. Luncheon	PRESS SHOWING OF FALL SILK FASHIONS Silk fashions for Fall by International Silk Association--U.S.A. (Auxiliary Member of N.Y.D.I.--See Pg. 3). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N.--U.S.A.	HOTEL PIERRE BALLROOM
July 15 2:00 P.M.	JUNIOR GROUP (N.Y. DRESS INSTITUTE--See Page 3), JACK HORWITZ ASSOCIATES, MR. MORT, JR. SOPHISTICATES, REICH-GOLDFARB.		
July 15 3:00 P.M.	VARIETY SHOW (N.Y. DRESS INSTITUTE--See Page 3), SUZY PERETTE, REGAL KNITWEAR, YOUNGLAND designed by Helen Lee.		
July 15 4:00 P.M.	OLEG CASSINI (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Friday July 15 7:30 P.M.	SPECIAL PARTY FOR VISITING PRESS Pellon (Auxiliary Member of N.Y.D.I.--See Pg. 3) will give a special party and demonstration for the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON	HOTEL AMBASSADOR BALLROOM
Saturday July 16 9:00 A.M. Champagne Breakfast	BREAKFAST SHOWING FOR VISITING PRESS Ritter Brothers (Auxiliary Member N.Y. D.I.--See Pg. 3) will present Fall fur collection designed by Leo Ritter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (234 W. 30TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Saturday July 16 11:00 A.M.	OYSTER BAY TRIP FOR VISITING PRESS Lind-Gilbert Associates (Auxiliary Member of N.Y.D.I.--See Pg. 3) on behalf of its clients, invites the visiting press to spend a day in Oyster Bay, L.I., returning to New York at 11:00 P.M. By invitation. Publicity: Lind-Gilbert Assoc., 22 E. 60th St., PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	OYSTER BAY, LONG ISLAND
Tuesday July 19 8:30 A.M. Continental Breakfast	PARADE OF TABLES AND TABLEWARE "Table Ways Today"--parade of tables and fashion show of tableware by National Home Fashions League in cooperation with China, Glass & Pottery Show. Speaker: Mary Davis Gillies. Commentator: Karen Gillespie. Chmn.: Marion Dorn. Price: \$1.50. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44TH)	HOTEL NEW YORKER TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 20 4:00 P.M. Cocktails	MIDSUMMER FURNITURE PREVIEW For newspaper editors. Showing to magazine editors Monday, July 25 at 9:00 A.M. By invitation. Publicity: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday July 21 10:00 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS Arnold Constable will present a breakfast showing for the press of their fur collection. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR MINK ROOM
Tuesday July 26 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Fall and Winter bridal fashions at Rosette Pennington will be presented to the press. By invitation only. Contact: Ruth English, PL. 9-3737.	ROSETTE PENNINGTON	20 EAST 56TH STREET 4TH FLOOR
Wednesday July 27 4:00 P.M. Cocktails	LINEN PREVIEW FOR THE PRESS "Linens In The Limelight"--Macy's will preview table linen, sheets and towels. By invitation only. Publ.: Barbara Gray, CH. 4-2000, Ext. 2341.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Monday August 1 11:00 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS Arnold Constable will invite the press to preview their college fashions. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE (NEW YORK)	3RD FLOOR COLLEGE SHOP
Tuesday August 2 9:30 A.M. Breakfast	PRESS PREVIEW: BACK- TO-SCHOOL FASHIONS Preview of Fall fashions--children's to teens--will be presented by Macy's. By invitation. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday August 4 9:30 A.M. Breakfast	PRESS PREVIEW OF COLLEGE COLLECTION Breakfast preview of Peck & Peck's college collection. Showing at 10:00 A.M. By invitation. Publ.: Mrs. D.J. Todd or Eleanor Vreeland, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE 6TH FL.-EXEC. OFFICE
Tuesday August 9 9:30 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Macy's will present college and career fashions to the press. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday August 9 11:00 A.M.	PRESS PREVIEW OF FALL SHOE COLLECTION Saks Fifth Avenue will preview their Fall shoe collection for the press. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU-11 FL.
Wednesday August 10 10:30 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Jay Thorpe will invite the press to preview Mme. Oro's bridal fashions. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	5TH FLOOR
Thursday August 11 6:00 P.M.	SHOWING OF COLLEGE & CAREER FASHIONS Russeks will present their college and career fashions for Fall. (<u>Note</u> <u>Change of Date and Time</u>). Press invited. Open to public. Publicity Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
OPENINGS: DUBLIN, ROME, FLORENCE, LONDON, PARIS			
Friday July 15 5:30 P.M.	COUTURE OPENING IN DUBLIN Irene Gilbert will preview her Fall and Winter collection in Dublin. Previews in London on Thurs., July 21 at 11:00 and 3:00 in her salon, 135 Sloane Street. By invitation. N.Y. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.	IRENE GILBERT	22 S. FREDERICK ST. DUBLIN, IRELAND
Friday July 15 9:00 P.M.	FALL AND WINTER PREVIEW IN IRELAND Sybil Connolly's Fall and Winter collection in Ireland. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Avenue, CI. 7-8060.	SYBIL CONNOLLY OF DUBLIN	DUBLIN, IRELAND
Saturday July 16- July 19	BRITISH READY-TO- WEAR FOR FALL Group includes: Aquascutum, Ltd., Horrockses Crewson & Co., Jacqmar Ltd., Jaeger Co., Matita, Ltd., H. B. Popper, Ltd., Rose & Blairman, Ltd., Frederick Starke, Ltd., Spectator Sports, Ltd., Verner Vogue, Ltd. N.Y. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	BRITISH MFRS. GROUP	LONDON, ENGLAND
Wednesday July 20- July 23	OPENING OF ROMAN COUTURE COLLECTIONS July 20: Battilocchi, Fontana, and accessories exhibit. July 21: Eleanora Garnett, Mingolini-Gugenheim, F. Fattinoni. July 22: Tessitrice dell'Isola, Giovannelli, Cassisi. July 23: Ferdinandi. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaele Scarpitti of the Sindacato, 121 Piazza Montecitorio, Rome, Italy.	SINDACATO ITALIANO ALTO MODA	ROME, ITALY
Beginning Friday July 22- July 26	COUTURE OPENINGS IN FLORENCE July 22: Millinery showings: Valditevere, Vito, Glans, Brioni, Myricae, Bertoli, Mirsa, Avolio, Spagnoli, Emilio, Umba. July 23: Veneziani, Antonelli, Carosa. July 24: Simonetta, Fabiani, Marucelli. July 25: Capucci, Guidi, Schuberth. July 26: Designers will meet buyers in the Strozzi Palace. Contact: G. B. Giorgini, 1 Piazza S. Trinita, Florence, Italy.	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
Beginning Monday July 25- July 27	SCHEDULE OF LONDON COUTURE PREVIEWS July 25: Mattli, John Cavanagh, Worth, Norman Hartnell. July 26: Michael Sherard, Digby Morton, Michael, Lachasse. July 27: Ronald Paterson, Victor Stiebel, Hardy Amies, Charles Creed. Contact: Rosemary Borland, 1 Bell Yard, London, W.C. 2, England.	INCORPORATED SOCIETY OF LONDON, LONDON FASHION DESIGNERS ENGLAND	ENGLAND
Beginning Thursday July 28	OPENING DATES OF PARIS COLLECTIONS July 28: Patou. July 29: Hubert de Givenchy, Manguin. July 30: Jean Desses, Jacques Heim. August 1: Jacques Fath, Christian Dior, Madeleine de Rauch, Gres. August 2: Pierre Balmain. August 3: Chanel, Jacques Griffe. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris, France.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE